

FireSight

- Our initial idea:
 - Augmented reality headset for firefighter incident commanders
 - Real-time accountability system
 - Track firefighter locations during a dispatch



- Intended for use with Microsoft HoloLens

Our Team



Christopher Cremin, CEO

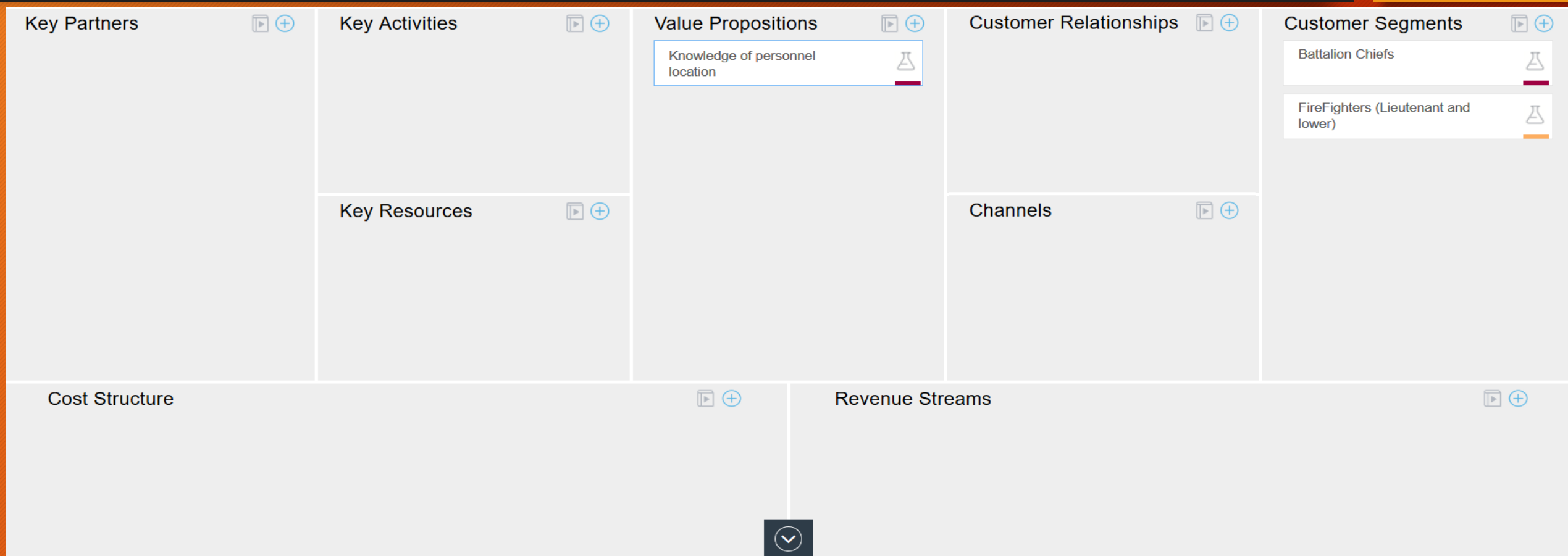
- Undergrad in Electrical Engineering
- Programming, Acoustics, Electronic manufacturing



Thomas Harvey, CMO

- Undergrad in Mechanical Engineering
- Programming, Building Construction, Electronics

Day 1: Business Model Canvas



We had a lot to learn

So here's what we did:

- Went to fire stations around Northern VA
- Asked how they operate
- We wanted to know:
 - The tools they use
 - How they keep track of each other
 - What's important to know during a fire



So here's what we found



**Firefighters
don't want
a headset**

They have way too much equipment!



Radio Problems?

- Radios are good, but not good enough
- Communications can't get through steel structures
- The alternatives are sparse, complicated, and prohibitively costly



We made our pivot: Radio Relay!

- Completely redo our Value Propositions.
- An entirely new product needed to be researched.
- A new round of customer discovery.

The screenshot shows a 'Value Propositions' canvas with six propositions. Each proposition has a text description, a progress bar at the bottom, and an icon on the right. The icons are either a flask (representing a value proposition) or a red circle with a slash (representing a constraint or a proposition to be discarded).

Proposition	Progress	Icon
Simplicity - equipment needs little to no training to use	Partial	Flask
Durability - able to operate with continuous abuse ...	Partial	Flask
Accountability system that detects freelancing	None	Red Circle with Slash
Size constraints - large enough to find, small ...	Partial	Flask
Knowledge of personnel location	None	Red Circle with Slash
Reliable communication - prevents the radios from ...	Partial	Flask

And the reactions improved



- Firefighters started to ask us questions:
 - How big is it?
 - Can I see it?
 - What would it do if...
- People started asking when they could get one
- We were solving a real problem

We learned about what they need

- Simple
- Durable
- Accessible
- Lightweight
- Small



- Has to be “Firefighter-proof”



Here's where we ended up:

What did we learn?

- We know that radios have problems
- Firefighters are difficult to design for

Is this a viable business model?

- It could be, but we need to continue our customer discovery

What are our next steps? Go or No-Go

- No-Go